

Message Text

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PAGE 01 KUWAIT 03761 091314Z
ACTION COME-00

INFO OCT-01 EUR-12 NEA-10 ISO-00 EB-07 /030 W
-----124918 091758Z /40

R 091236Z JUL 77
FM AMEMBASSY KUWAIT
TO SECSTATE WASHDC 8446
INFO AMEMBASSY ABU DHABI
AMEMBASSY ATHENS
AMEMBASSY DOHA
AMCONSUL DHAHRAN
AMEMBASSY MANAMA
AMEMBASSY JIDDA
AMEMBASSY MUSCAT
AMEMBASSY TEHRAN

UNCLAS KUWAIT 3761

E.O. 11652: N/A
TAGS: BEXP, KU
SUBJECT: HOUSERMAN AND POSSIBLE FURNITURE EXHIBIT IN DHAHRAN

REF: (A) STATE 155010, (B) JIDDA 4551 AND PREVIOUS/RELATED

1. DURING HOUSERMAN'S SOJOURN IN KUWAIT, IT WAS QUITE OBVIOUS THAT HIS MARKETING STRATEGY FOR KUWAIT WOULD INVOLVE SELECTIVE, IN-DEPTH PROMOTIONAL OVERTURES TO A PRE-TARGETED AUDIENCE. HIS STRATEGY APPEARS TO BE A SERIES OF SOLO SHOWS, UTILIZING SAMPLE MODULES, IN SELECTED COUNTRIES IN THE AREA.

2. ALTHOUGH THE DUBAI EXHIBIT MIGHT AFFORD HOUSERMAN GREATER EXPOSURE TO THE REGIONAL MARKET, A WELL-PROMOTED SHOW HERE WOULD GAIN HIM MARKET PENETRATION. WE UNDERSTAND HIS AGENT IN KUWAIT WILL HAVE A FULL LINE OF FURNITURE IN COUNTRY WHICH COULD BE USED FOR EXHIBITION.

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MAESTRONE

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Sent Date: 09-Jul-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1977KUWAIT03761
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
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Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770244-1078
Format: TEL
From: KUWAIT
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1977/newtext/t19770774/aaaacmuv.tel
Line Count: 56
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: 26928a6e-c288-dd11-92da-001cc4696bcc
Office: ACTION COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
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Reference: 77 STATE 155010, 77 JIDDA 4551
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Review Content Flags:
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SAS ID: 1913702
Secure: OPEN
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Subject: HOUSERMAN AND POSSIBLE FURNITURE EXHIBIT IN DHAHRAN
TAGS: BEXP, KU
To: STATE
Type: TE
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